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### In The Claims

Please amend Claims 1, 16, 22, 32, 42, and 46 as follows:

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1. (currently amended) A method of advertising, the method comprising:  
maintaining an Internet-related communication session between a user and a voice portal;

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during the communication session, periodically selecting and playing advertisements automatically based on context ratio and sales ratio determination; and  
selectively disabling a user's ability to stop or interrupt an advertisement from being played depending upon the advertisement being played;

wherein said playing advertisements automatically based on said context ratio and sales ratio determination further comprises the steps of:

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providing an existant object of interest, said existant having one or more attributes and one or more market research criteria, said one or more market criteria having associated weights;

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providing a set of one or more advertisements, each of said one or more advertisements having one or more associated categories, wherein each one or more advertisements has category weight associated with each one or more associated categories, and each of said one or more advertisements having an associated sales ratio;

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determining for each one or more categories a content category weight using said one or more market research criteria, and using said determined context category weight to calculate a category context ratio;

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determining for each advertisement of said set of one or more advertisements a context total value, said context total value determined by said associated sales ratio, said category weight associated with said each one or more associated categories, and said category context ratio for said each one or more associated categories; and

determining a selected advertisement to play from said advertisements by determining a maximum context total value from said determined context total value for each advertisement.

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2. (original) The method of claim 1, wherein the step of selectively providing advertisements comprises:

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playing an audio message identifying a product or service to be advertised, including a query as to whether the user would like to hear more information regarding the product or service;

identifying a response of the user; and

- 5 selectively playing an audio advertisement for the product or service, if the response was affirmative.

3. (original) The method of claim 2, wherein the step of playing an audio message identifying a product or service is in response to a previous user selection.

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4. (original) The method of claim 2, wherein the step of playing an audio message identifying a product or service comprises identifying a preference of the user and selecting an advertisement for a product or service which corresponds to the preference of the user.

- 15 5. (original) The method of claim 4, wherein the step of identifying a preference of the user comprises identifying the user and retrieving preference information corresponding to the user, the preference information being stored in a database.

- 20 6. (original) The method of claim 2, wherein the step of identifying a response of the user comprises applying voice recognition techniques.

7. (original) The method of claim 2, wherein the step of selectively playing an audio advertisement comprises defining a set of advertisements, assigning weights to each member of the set of advertisements, and selecting a member of the set of advertisements based on its assigned weight.

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8. (original) The method of claim 7, wherein the step of assigning weights to each member of the set of advertisements comprises prioritizing each member of the set of advertisements.

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9. (original) The method of claim 8, wherein the step of prioritizing each member of the set of advertisements comprises determining a ratio based on sales criteria corresponding to each advertisement of the set of advertisements.

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10. (original) The method of claim 7, further comprising making a record of the audio advertisement selectively played, the record being used in defining a cost of advertising for the audio advertisement.

5 11. (original) The method of claim 2, wherein the step of identifying a response comprises playing a confirmation audio message to confirm the response.

10 12. (original) The method of claim 1, wherein the step of maintaining an Internet-related communication session between a user and a portal comprises establishing a communication connection between a wireless application protocol (WAP) device and the portal.

15 13. (original) The method of claim 1, wherein the step of maintaining a communication session between a user and a portal comprises establishing a communication connection between a web device and the portal.

14. (original) The method of claim 1, wherein the step of maintaining an Internet-related communication session comprises communicating with a voice interface.

20 15. (original) The method of claim 1, wherein the step of maintaining an Internet-related communication session comprises communicating with a personal computer (PC) interface.

25 16. (currently amended) A service which provides audio advertisements over a two way communication device during a communication session, the service comprising:  
a user interface which coordinates communication of the service with a user and receives voice commands from the user that allow the user to navigate through the service;  
an advertising subsystem coupled to the user interface, the advertising subsystem being configured to coordinate the selective presentation of advertisements to the user,  
30 said selective presentation based on context ratio and sales ratio determination;  
whereby the advertisements include sponsorship advertisements which accompany each communication session, advertisements selectively played based on particular attributes of the user, and advertisements selectively played based on permission by the user; and  
35 selectively disabling a user's ability to stop or interrupt an advertisement from being played depending upon the advertisement being played;

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wherein selective presentation based on content ratio and sales ratio determination further comprises:

providing an existent object of interest, said existent having one or more attributes and one or more market research criteria, said one or more market criteria having associated weights;

providing a set of one or more advertisements, each of said one or more advertisements having one or more associated categories, wherein each one or more advertisements has category weight associated with each one or more associated categories, and each of said one or more advertisements having an associated sales ratio;

determining for each one or more categories a content category weight using said one or more market research criteria, and using said determined context category weight to calculate a category context ratio;

determining for each advertisement of said set of one or more advertisements a context total value, said context total value determined by said associated sales ratio, said category weight associated with said each one or more associated categories, and said category context ratio for said each one or more associated categories; and

determining a selected advertisement to play from said advertisements by determining a maximum context total value from said determined context total value for each advertisement.

17. (original) The service of claim 16, wherein the user interface comprises a receiver and a transmitter configured to communicate audio signals to and from the user.

18. (original) The service of claim 16, further comprising at least one database coupled to the advertising subsystem, the at least one database storing information about the user and the advertisements played.

19. (original) The service of claim 16, wherein the advertisements selectively played based on permission by the user are selected by the user voicing an affirmative response to a query.

20. (original) The service of claim 16, wherein advertisements selectively played based on particular attributes of the user comprise a prioritization based on the particular attributes of the user.

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21. (original) The service of claim 16, wherein advertisements selectively played based on particular attributes of the user comprise a prioritization based on sales criteria associated with the advertisements.

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22. (currently amended) A system for advertising using voice control, the system comprising:

means for maintaining a communication session between a user and a voice portal;

means for periodically selecting and playing advertisements automatically during the

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communication session based on context ratio and sales ratio determination; and

selectively disabling a user's ability to stop or interrupt an advertisement from being played depending upon the advertisement being played.

wherein means for periodically selecting and playing advertisements automatically during the communication session based on context ratio and sales ratio determination

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further comprises:

means for providing an existant object of interest, said existant having one or more attributes and one or more market research criteria, said one or more market criteria having associated weights;

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means for providing a set of one or more advertisements, each of said one or more advertisements having one or more associated categories, wherein each one or more advertisements has category weight associated with each one or more associated categories, and each of said one or more advertisements having an associated sales ratio;

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means for determining for each one or more categories a content category weight using said one or more market research criteria, and using said determined context category weight to calculate a category context ratio;

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means for determining for each advertisement of said set of one or more advertisements a context total value, said context total value determined by said associated sales ratio, said category weight associated with said each one or more associated categories, and said category context ratio for said each one or more associated categories; and

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means for determining a selected advertisement to play from said advertisements by determining a maximum context total value from said determined context total value for each advertisement.

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23. (original) The system of claim 22, wherein the means for providing advertisements comprises:

means for playing an audio message identifying a product or service to be advertised, including a query as to whether a user would like to hear more information regarding the product or service;

means for identifying a user's response; and

means for selectively playing an audio advertisement for the product or service, if the user's response was affirmative.

24. (original) The system of claim 23, wherein the means for playing an audio message identifying a product or service is in response to a previous selection.

25. (original) The system of claim 23, wherein the means for playing an audio message identifying a product or service comprises means for identifying a preference of the user and selecting an advertisement for a product or service which corresponds to the preference of the user.

26. (original) The system of claim 24, wherein the means for identifying a preference of the user comprises means for identifying the user and retrieving preference information corresponding to the user, the preference information being stored in a database.

27. (original) The system of claim 23, wherein the means for identifying a user's response comprises applying voice recognition techniques.

28. (original) The system of claim 23, wherein the means for selectively playing an audio advertisement comprises means for defining a set of advertisements, means for assigning sales criteria to each member of the set of advertisements, and means for selecting a member of the set of advertisements based on its sales criteria.

29. (original) The system of claim 28, wherein the means for assigning sales criteria comprises means for determining achieved advertisement delivery rate.

30. (original) The system of claim 28, further comprising means for making a record of the audio advertisement selectively played, the record being used in defining a cost of advertising for the audio advertisement.

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31. (original) The system of claim 23, wherein the means for identifying a user's response comprises means for playing a confirmation audio message to confirm the identified listener's response.

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32. (currently amended) A method of selecting and playing advertising in a voice controlled computer environment comprising:

receiving voice navigational commands from a user;

generating a set of possible advertisements, the set of possible advertisements

10 being related to a context;

ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements and based on context ratio and sales ratio determination;

periodically selecting and playing advertisements automatically from the set of

15 possible advertisements based on the ordering; and

selectively disabling a user's ability to stop or interrupt an advertisement from being played depending upon the advertisement being played-

wherein ordering based on said context ratio and sales ratio determination further comprises the steps of:

20 providing an existant object of interest, said existant having one or more attributes and one or more market research criteria, said one or more market criteria having associated weights;

providing a set of one or more advertisements, each of said one or more advertisements having one or more associated categories, wherein each one or  
25 more advertisements has category weight associated with each one or more associated categories, and each of said one or more advertisements having an associated sales ratio;

determining for each one or more categories a content category weight using said one or more market research criteria, and using said determined context  
30 category weight to calculate a category context ratio;

determining for each advertisement of said set of one or more advertisements a context total value, said context total value determined by said  
associated sales ratio, said category weight associated with said each one or more  
35 associated categories, and said category context ratio for said each one or more associated categories; and

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determining a selected advertisement to play from said advertisements by determining a maximum context total value from said determined context total value for each advertisement.

- 5 33. (original) The method of claim 32, wherein the context comprises information on the user's preferences, user's location, and user's personal characteristics.
34. (original) The method of claim 32, wherein the sales criteria comprise information on duration of the advertising contract, information on the number of times the advertisement  
10 is to be played, and information on the number of times the advertisement has already been played.
35. (original) The method of claim 32, wherein the step of providing advertisements from the set of possible advertisements comprises querying the user on  
15 whether to play a particular advertisement in its entirety.
36. (original) The method of claim 32, wherein the step of providing advertisements from a set of possible advertisements comprises selecting an advertisement based on prior user selections.  
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37. (original) The method of claim 32, wherein the step of ordering the set of possible advertisements based on a sales criteria associated with each advertisement of  
the set of possible advertisements comprises providing billing information on advertisements used based on a per use rate of charge.  
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38. (original) The method of claim 32, wherein the step of providing advertisements from the set of possible advertisements based on the ordering comprises playing an audio advertisement via a voice interface.
- 30 39. (original) The method of claim 32, wherein the step of providing advertisements from the set of possible advertisements based on the ordering comprises displaying advertisements on a wireless application protocol (WAP) device.
40. (original) The method of claim 32, further comprising recording which particular  
35 advertisements were provided to a particular user to form a user record.

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41. (original) The method of claim 40, wherein the step of ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements comprises identifying played advertisements for a particular user from the user record.

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42. (currently amended) A system of selecting and playing advertising in a voice controlled computer environment comprising:

means for receiving voice navigational commands from a user;

10 means for generating a set of possible advertisements, the set of possible advertisements being related to a context;

means for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements and based on context ratio and sales ratio determination;

15 means for periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering; and

means for selectively disabling a user's ability to stop or interrupt an advertisement from being played depending upon the advertisement being played-;

wherein means for ordering based on said context ratio and sales ratio determination further comprises:

20 means for providing an existant object of interest, said existant having one or more attributes and one or more market research criteria, said one or more market criteria having associated weights;

25 means for providing a set of one or more advertisements, each of said one or more advertisements having one or more associated categories, wherein each one or more advertisements has category weight associated with each one or more associated categories, and each of said one or more advertisements having an associated sales ratio;

30 means for determining for each one or more categories a content category weight using said one or more market research criteria, and using said determined context category weight to calculate a category context ratio;

35 means for determining for each advertisement of said set of one or more advertisements a context total value, said context total value determined by said associated sales ratio, said category weight associated with said each one or more associated categories, and said category context ratio for said each one or more associated categories; and

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means for determining a selected advertisement to play from said advertisements by determining a maximum context total value from said determin\_d context total value for each advertisement.

5 43. (original) The system of claim 42, wherein the means for providing advertisements from a set of possible advertisements comprises means for querying the user on whether to play a particular advertisement in its entirety.

10 44. (original) The system of claim 42, wherein the means for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements comprises means for assigning weights to reflect purchasing behavior characteristics of the user.

15 45. (original) The system of claim 42, wherein the means for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements comprises means for providing billing information on advertisements used based on a per use rate of charge.

20 46. (currently amended) A computer program product comprising computer readable program code for advertising with an Internet voice portal, the program code in the computer program product comprising:

first computer readable program code for generating a set of possible advertisements;

25 second computer readable program code for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements and based on context ratio and sales ratio determination;

third computer readable program code for periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering;

30 fourth computer readable program code for receiving voice navigational commands from a user; and

fifth computer readable program code for selectively disabling a user's ability to stop or interrupt an advertisement from being played depending upon the advertisement being played;

35 wherein second computer readable program code for ordering based on said context ratio and sales ratio determination further comprises:

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computer readable program code for providing an existant object of interest, said existant having one or more attributes and one or more market research criteria, said one or more market criteria having associated weights;

5 computer readable program code for providing a set of one or more advertisements, each of said one or more advertisements having one or more associated categories, wherein each one or more advertisements has category weight associated with each one or more associated categories, and each of said one or more advertisements having an associated sales ratio;

10 computer readable program code for determining for each one or more categories a content category weight using said one or more market research criteria, and using said determined context category weight to calculate a category context ratio;

15 computer readable program code for determining for each advertisement of said set of one or more advertisements a context total value, said context total value determined by said associated sales ratio, said category weight associated with said each one or more associated categories, and said category context ratio for said each one or more associated categories; and

20 computer readable program code for determining a selected advertisement to play from said advertisements by determining a maximum context total value from said determined context total value for each advertisement.

47. (original) The program code of claim 46, wherein the first computer readable program code for generating a set of possible advertisements comprises computer readable program code for selecting advertisements based on user constraints.

25 48. (original) The program code of claim 46, wherein the second computer readable program code for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements comprises computer readable program code for assigning values to advertisements based on contractual arrangements and attractiveness of the user.

30 49. (original) The program code of claim 46, wherein the third computer readable program code for providing advertisements from the set of possible advertisements based on ordering comprises computer readable program code for transforming semantically structure data and providing the data via a speech interface.

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50. (original) The program code of claim 46, wherein the third computer readable program code for providing advertisements from the set of possible advertisements based on ordering comprises computer readable program code for transmitting advertisements to a wireless application protocol (WAP) device.

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51. (original) The program code of claim 46, wherein the third computer readable program code for providing advertisements from the set of possible advertisements based on ordering comprises computer readable program code for transforming internet-based information into speech or vocal transmission over the telephone.